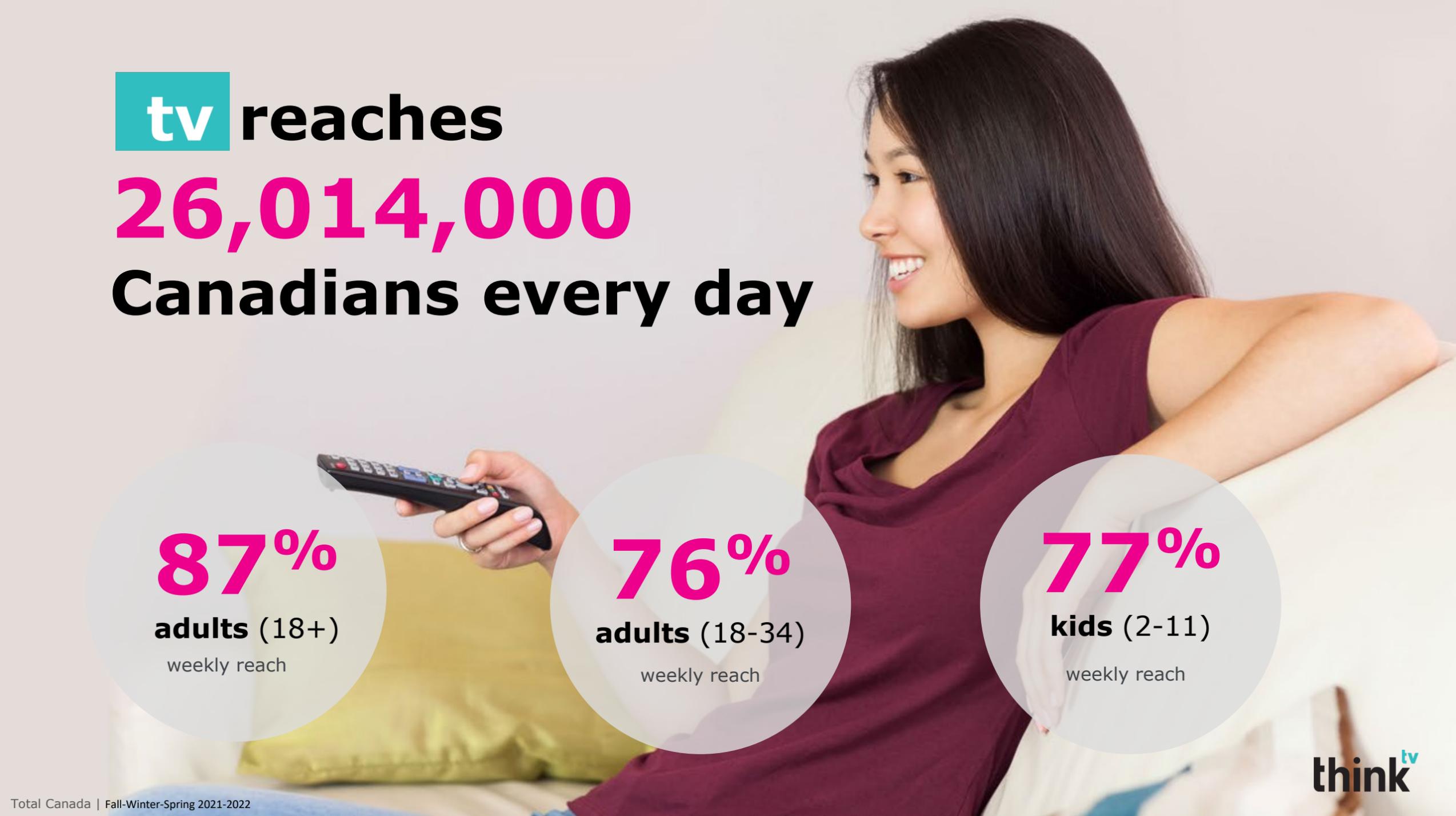


A photograph of two men sitting on a couch, laughing heartily. The man on the left is wearing a blue long-sleeved shirt and holding a bowl of popcorn. The man on the right is wearing a plaid shirt and a dark scarf, holding a smartphone. The background is a modern living room with a vase of plants on a table.

**reach your target**  
through TV advertising

**think**<sup>tv</sup>



**tv reaches**  
**26,014,000**  
**Canadians every day**

**87%**

**adults (18+)**

weekly reach

**76%**

**adults (18-34)**

weekly reach

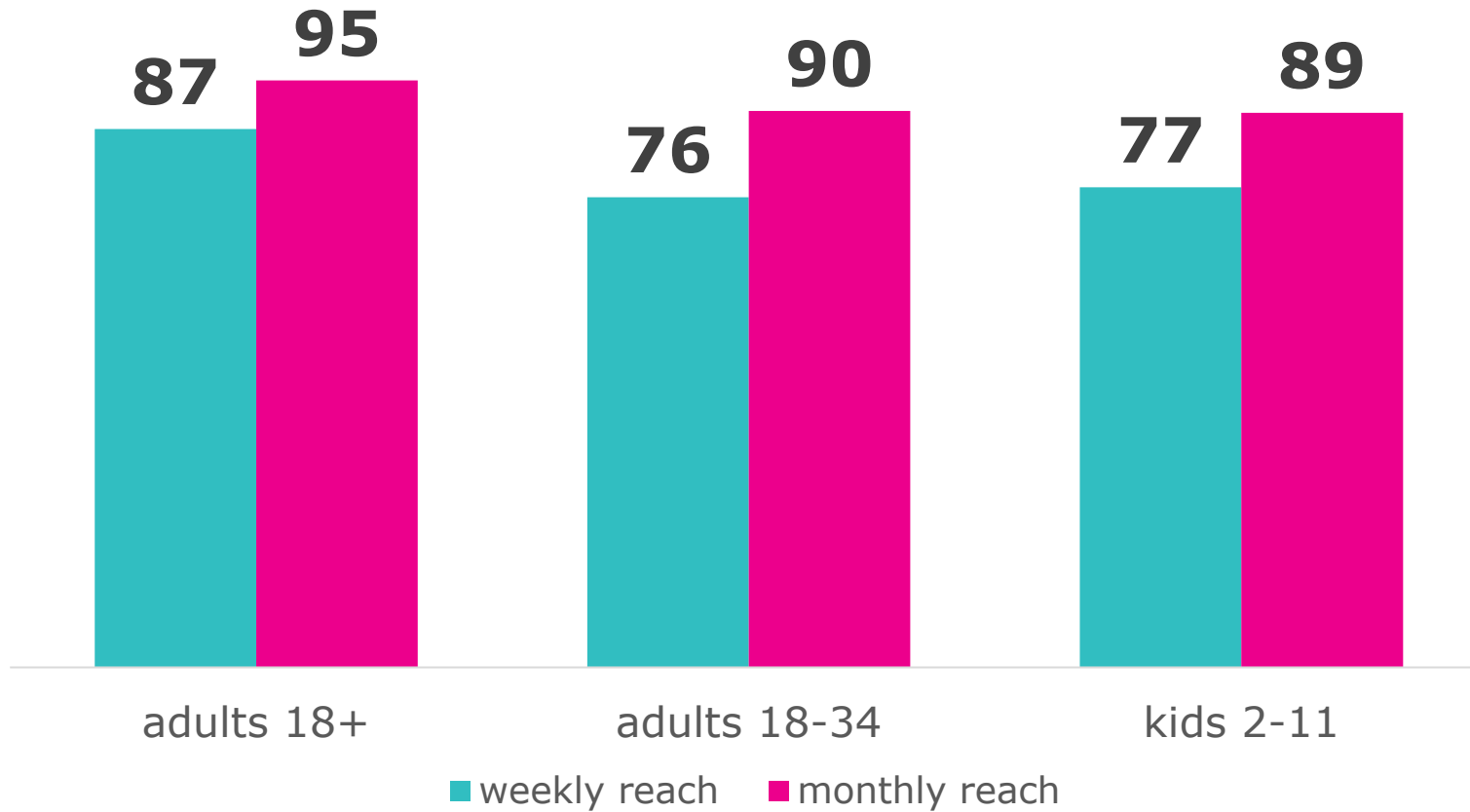
**77%**

**kids (2-11)**

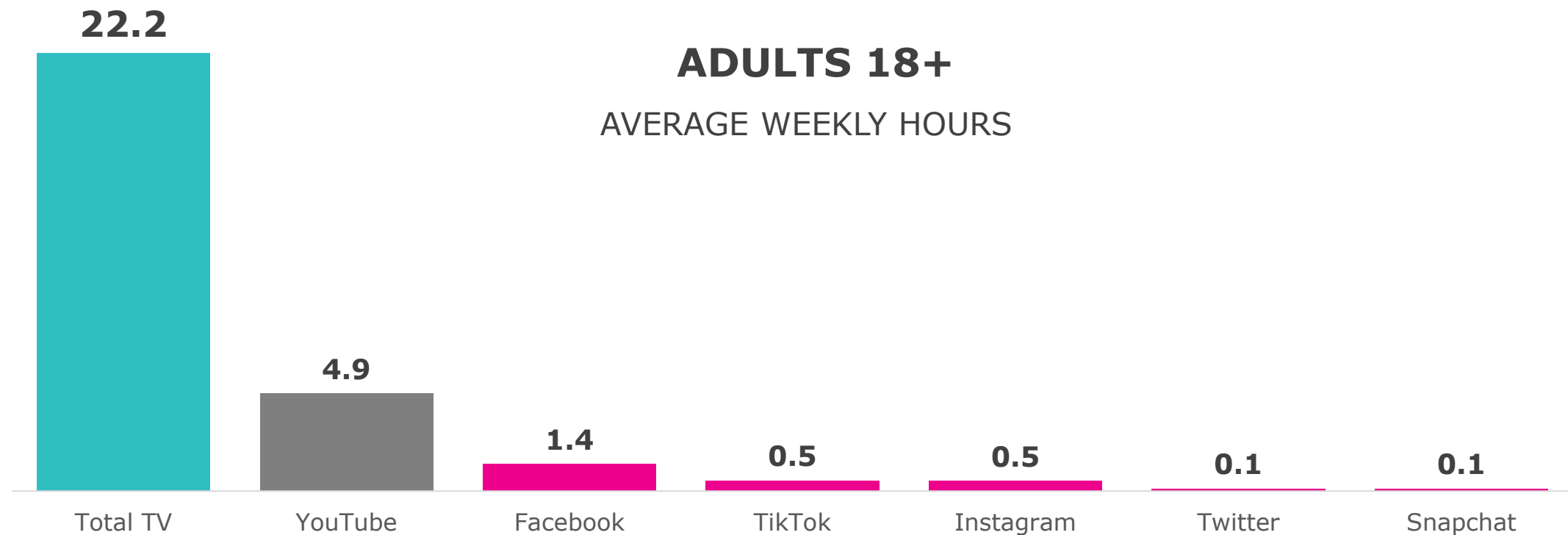
weekly reach

**think**tv

# **tv** reaches **85%** of Canadians 2+ every week



# Canadians watch a lot of

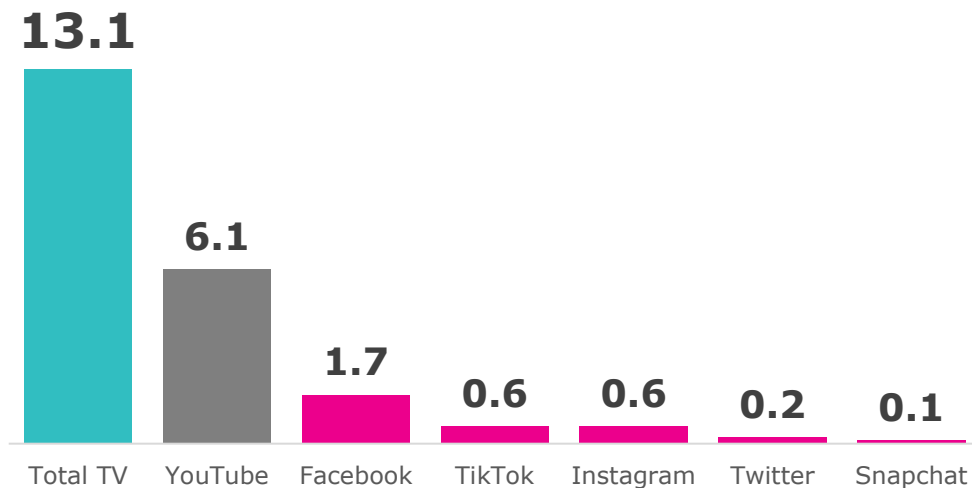


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

# Canadians watch a lot of

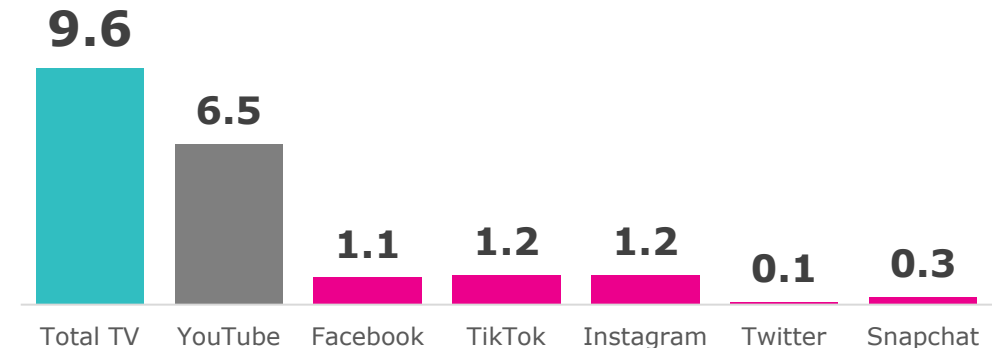
## ADULTS 25-54

AVERAGE WEEKLY HOURS



## ADULTS 18-34

AVERAGE WEEKLY HOURS



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

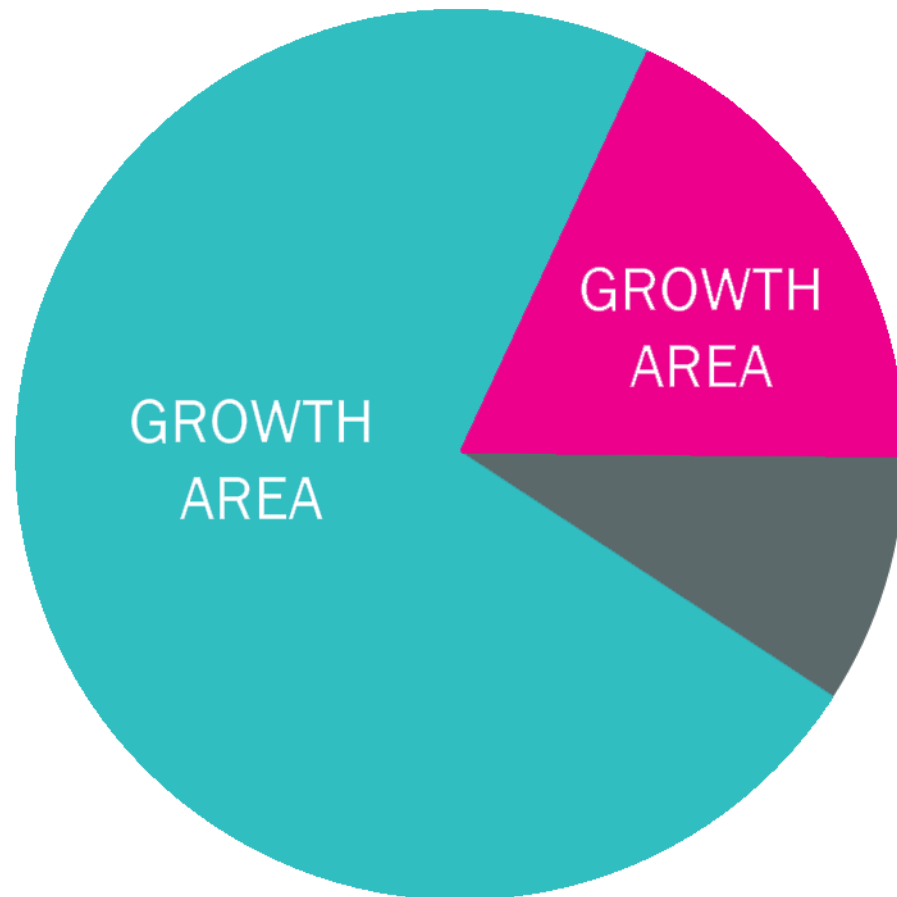


**Marketing activities only  
build mental availability in  
the audience they reach.**

**This makes planning for  
reach the foundation of  
any sound media strategy.**

Byron Sharp  
Professor of Marketing Science, University of South Australia

# Byron Sharp has shown that the biggest growth comes from targeting light and non-buyers



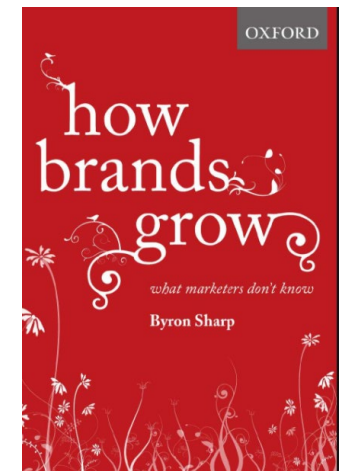
Non-buyers  
of your brand



Light buyers  
of your brand



Heavy buyers  
of your brand



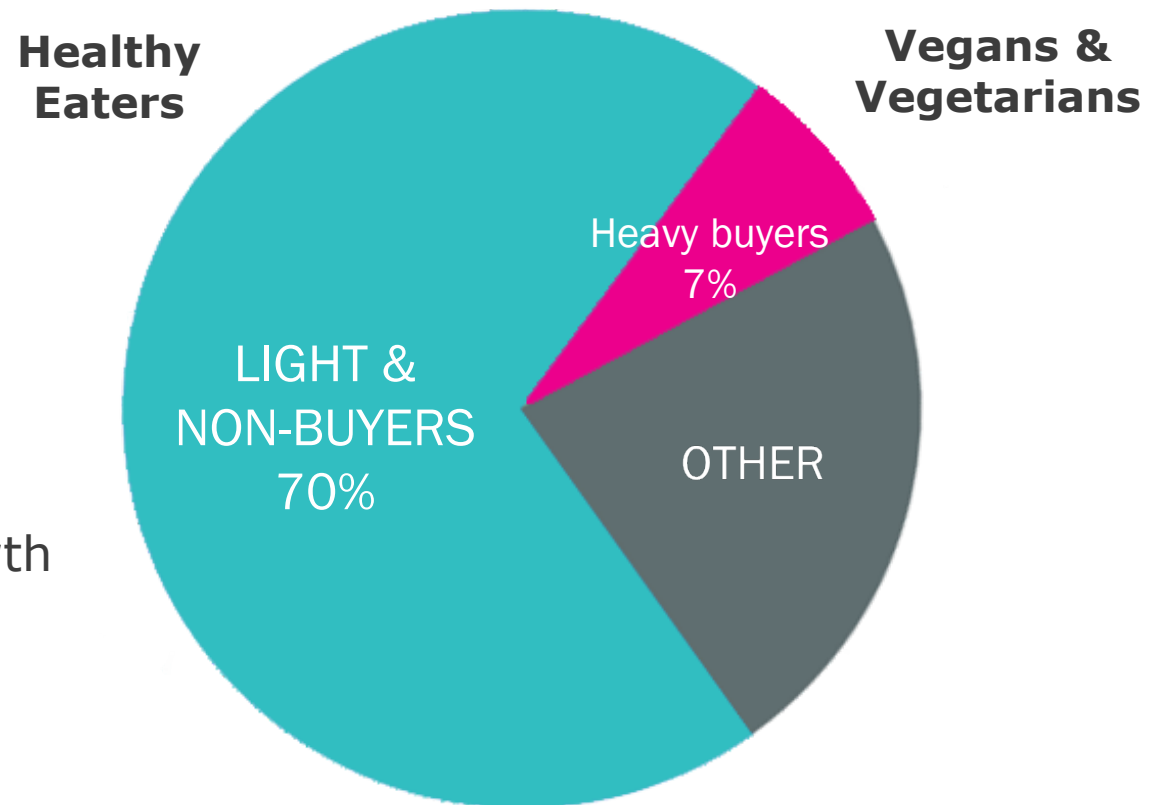
# Quorn leveraged these principles to substantially grow market penetration

When meat-substitute company Quorn followed these principles, targeting all healthy-conscious eaters instead of just vegetarians, their sales grew 62%



## Business Result:

- **62%** increase in category growth
- **\$6.8 million** increase in sales





**DAVE,  
BUY  
MORE**



WE'RE TARGETING "HEAVY  
BUYERS" IN OUR MARKETING.  
WANNA BUY A PALLET SO WE  
CAN STILL MAKE PLAN?

**TOM  
FISH  
BURNE**

# in case you missed it

Check out these additional [research reports](#)

## the 10 key factors driving advertising effectiveness

What has Mark Ritson, the outspoken marketing consultant and industry pundit, learned from his review of 50 years of Effie winners? In this highly engaging and informative talk, Mark outlines the 10 key factors that drive advertising effectiveness.

[learn more »](#)

## ad nation Ipsos Canada

This new research, conducted by Ipsos and commissioned by think**tv**, identifies how the media habits of the advertising and media communities differ from the rest of Canada, and how those differences impact our assumptions of general media usage.

[learn more »](#)

## Peak Performance: Advertising Effectiveness that Lasts

Accenture assessed \$700M+ of media spend in Canada, covering 105 brands across four verticals. The research clearly outlines the ways different advertising channels impact sales, what that impact is in the short and long-term, and how TV and digital work together.

[learn more »](#)

## effectiveness in context

Peter Field's latest report explores the damage being done as companies increasingly cut long-term brand investment in favour of short-term sales activation, and highlights how the "60/40 rule" changes depending on the context.

[learn more »](#)

## target the (whole) market

Byron Sharp famously challenged a number of traditionally held beliefs in his ground-breaking book 'How Brands Grow'. We commissioned MediaCom Business Science to examine Sharp's best practices and how they apply in Canada.

[learn more »](#)

## online businesses on tv

Digital companies continue to invest heavily in TV advertising. TV spend by internet-related companies is up 30% from last year.

[learn more »](#)

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